



The Kiwanis Club of Williamsburg

www.williamsburgkiwanis.org

Kiwanogram

March 23, 2011

Meeting Location

Williamsburg Lodge-Tidewater Room

This Week's Program

Jim Edwards

Getting Your Business On Google

Menu

Shenandoah Grilled Turkey Salad
w/Baby Greens, Aged Cheddar, Shaved
Apples, Croutons and Honey Mustard

Upcoming Speakers/Topic

March 30-Semir Sam Osmanagic/Explorer

April 6-David Cash/Haiti Earthquake

Invocation Song Leader

Martha Madeira

Greg Davy

RAFFLE TALLY

CARDS LEFT: **50** POT: **\$320**

Officers

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Term: 2010-2012

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*New Board Member

The Fundraiser With No Name Coming Up May 21: What To Call It?

BBQ Of the Bands

Bluegrass, Brews & BBQ

Hillbilly Hullabaloo

**The First Annual
Stuck, Pluck and Shuck**

Kiwani-Que



**No-Name
Kiwanis BBQ**

Kiwanis Blue BBQ

Pig Picklin' Hoedown

Pickin' & Grinnin'

Dancin' Pigs at Walsingham

HogWildCornHole

**The Family Pig,
Pick and Bluegrass
By-and-By**



(See article, page 3)

Kiwanis International is a global organization of members of every age who are dedicated to changing the world, one child and one community at a time.

Today's Speaker: Jim Edwards

Jim Edwards is the Chief Executive Officer of Guaranteed Response Marketing, LLC. His talk today is entitled, "How to Get Your Business on the Front Page of Google in 30 Days or Less."

Jim has written more than 35 books, DVDs, and e-books with titles such as "Lead Generation...Traffic Generation... Revenue Acceleration," and he has three of the best selling products on the world's leading digital retailer. He has sold tens of thousands of CDs, DVDs and e-books internationally.

He also has hosted more than 300 webinars



Jim Edwards

with total attendance in excess of 100,000. He has spoken in more than a dozen countries as the keynote speaker on multiple digital marketing topics.

Jim written a syndicated newspaper column on digital marketing for 10 years, which appears in *The New York Times*, *Entrepreneur Magazine*, and *Practical E-Commerce* magazine.

Mr. Edwards' specialty is helping drive potential customers to your business by developing, supporting and maintaining e-mail subscribers, creating excitement for potential

customers to connect with your business, and designing websites and content to generate leads.

Kiwanonotes



Jamestown HS Key Club Gets Check For Helping Local Organization

The Colonial Italian American organization recently presented the Jamestown HS Key Club leaders with a check as a measure of thanks for the club's help with the October Italian Festival. The club is debating on its use: either for the Smiles Program or Relay for Life.

The success of the festival was very "volunteer heavy" and the JHS Key Club quickly stepped up to help. With 400 members strong, the JHS Club is able to support a myriad of community volunteer needs. Their monthly average of about 600 service hours attests to that.

From left: Melissa Calazzo and Billie Meacham, co-presidents; CIAO President Francis Capone; Katy Schocklin and Sam Thompson

Next Interclub With Tabb April 5

Our next interclub opportunity will be Tuesday, April 5, with the Tabb Club at 6:30 p.m., at Andrea's Italian Restaurant, 1730 George Washington Mem. Hwy. (U.S. 17). To get there, take I-64 to exit 256B, Victory Blvd. (Rte. 171E), to U.S. 17, then turn right, go 0.8 mi. to Coventry Blvd., U-turn and north 0.1 mile on right).

We will meet at the CVS Pharmacy, Rte. 199 and Jamestown Road, at 5:45 p.m. to car pool. Please email Brian Estes at gbestes@cox.net by March 30 or see him at a meeting if you plan to attend. Since the meeting room is small, there will be no guests, please.

Aktion Club Car Wash April 30



The Aktion Club will hold its 6th annual car wash fundraiser on Saturday, April 30, from 10 a.m. to 1 p.m. at the Exxon station on the corner of Richmond Road and Lightfoot Road.

Club Members voted to this year to split the proceeds between the ARC and the Heritage Humane Society.

Name That Fundraiser: Great Ideas Already Coming

(The following is from Martha Madeira)

It is with excitement and anticipation that we announce our next fundraiser which will be a family event. On May 21 (put it on your calendar now) from 3 to 6 p.m., we will hold a barbecue, bluegrass and cornhole tournament at Walsingham Academy. Walsingham has graciously offered us the use of their grounds at no charge other than a small fee to clean the bathrooms following the event. They will also allow us to use the upper school gymnasium in the event of rain.

Now for the big question: What are we gonna call it, anyway?

We already have a spirited competition going to win two free tickets to the event. When I first asked for possible “catchy” names for our event, our Kiwanis members’ creativity ran rampant, as indicated by the suggestions already put forth on the front page of today’s Kiwanogram.

To help you think of a title, keep this in mind: We’ll have two bluegrass bands; the menu will be barbecue on a bun, coleslaw, baked beans and potato salad. We will have hot dogs available for the non-barbecue eaters. There will be a cornhole tournament, an elimination style event with a cash prize of \$100 to the adult winner. And there are some serious players in our area! There will also be an area for children’s games.

Help us come up with a catchy name for the event and design a logo using the theme of pig, bluegrass style music and corn. Submit these to me at 5372 Discovery Park Blvd. Suite 101, Williamsburg, 23188, or give them to me at a club meeting by March 31. We’ll announce the winner on April 1.

Once we have the name and logo in place, we will be able to print tickets. We are asking each club member to sell tickets. If you sell more than 20 tickets, you will receive one free ticket to the event; more than 35 tickets, two free tickets. If you can’t sell any tickets, we are not too proud to accept a cash donation to the event.

We also need members to step forward to serve on planning committees. Thank you to those of you who have already offered to jump in and make this event a success. It will take all of us working together to make this first year a success. A first-time fundraiser is always very difficult to make profitable unless we

have absolute commitment from the club members to make it work. WE CAN DO THIS! Please call me at 564-3915 (home) or 258-6877 (work). Our first planning meeting as a committee group will be Thursday, March 24.

Finally, we need sponsors! Here is a list of the sponsorship opportunities:

Cups, plates, plastic silverware, napkins, barbecue and sides, hot dogs and condiments, potato chips, cornhole tournament and equipment, tables and chairs, tickets, raffle prizes, band sponsors. Sponsor banners can be displayed at the event and if the commitment is made right away, we can put their sponsorship on the posters, tickets and publicity in the newspaper, radio, etc.

Let’s all get behind this springtime family fundraiser and put on a shindig this town won’t soon forget!



Sponsor Spotlight

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- Williamsburg City Branch, 1222 Richmond Road, Unit 16 (near the College of William & Mary and Merchants Square Shopping Center). The full-service branch features one drive-through lane and one walk-up ATM.

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